

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

June 12, 1997

RJR Account #094931  
Mr. E. Bush  
MID-VALLEY CANDY

S. R. MacLEOD  
Region Operations Mgr  
  
150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

**SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997**

Dear Ed:

SALEM .30¢ tear tape product has been ordered, as well as 16 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods: July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

*R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.*

**THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.**

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: J. McLean  
Enc. Retailer Letter  
Retail Customer List

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

51861 8687

JULY DELIVERY  
SALEM TEAR TAPE

**July Drive Period 707 / Promotion #701147**

**PROMOTION DESCRIPTION:** *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

**DISPLAY LOAD (4 CARTONS):**

**1 CARTON EACH:**

SALEM FULL FLAVOR  
SALEM LIGHT  
SALEM FULL FLAVOR 100  
SALEM LIGHT 100

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-12039	Full Flavor	1
12300-12439	Light	1
12300-12239	Full Flavor 100	1
12300-12539	Light 100	1

Product / Premium Arrival: June 30, 1997

Ship Date to Retail: Week of: July 14, 1997

EFT \$ Amount: \$1,431.29

Non-EFT \$ Amount: \$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO  
RETAILERS AT STORE LEVEL.**

**JULY DELIVERY**

51861 8688

AUGUST DELIVERY  
SALEM TEAR TAPE

**August Drive Period 707 / Promotion #701147**

**PROMOTION DESCRIPTION:** *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-12039	Full Flavor	1
12300-12439	Light	1
12300-12239	Full Flavor 100	1
12300-12539	Light 100	1

Product Arrival: August 4, 1997

*(No Displays will be shipped)*

Ship Date to Retail: Week of: August 18, 1997

EFT \$ Amount: \$1,431.29

Non-EFT \$ Amount: \$N/A

*R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.*

**AUGUST DELIVERY**

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# RETAIL CUSTOMER LIST

ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM				TOTAL NO. OF STORES (DISPLAYS)
									FF	LT	FF 100	LT 100	
185497	BLUHMS GROCERY	RT 6	LACEYVILLE	PA	18623	94931	MID VALLEY CANDY	0	2	2	2	2	1
269979	DEWINGS BUSY MART	MAIN STREET	MONROETON	PA	18832	94931	MID VALLEY CANDY	0	1	1	1	1	1
704825	FTS MANAGEMENT	RR 1 BOX 327A	DALTON	PA	18414	94931	MID VALLEY CANDY	0	1	1	1	1	1
706820	CONVENIENT FOOD MART	330 NORTHERN BLVD	CHINCHILLA	PA	18410	94931	MID VALLEY CANDY	0	2	2	2	2	1
776478	CONVENIENT FOOD MART	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	94931	MID VALLEY CANDY	0	2	2	2	2	1
184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	94931	MID VALLEY CANDY	0	3	3	3	3	1
185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	94931	MID VALLEY CANDY	0	3	3	3	3	1
185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	94931	MID VALLEY CANDY	0	2	2	2	2	1
185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	94931	MID VALLEY CANDY	0	1	1	1	1	1
471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	94931	MID VALLEY CANDY	0	2	2	2	2	1
472447	BIG CHIEF MARKET	816 POPLAR ST	MAYFIELD	PA	18433	94931	MID VALLEY CANDY	0	1	1	1	1	1
577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	94931	MID VALLEY CANDY	0	2	2	2	2	1
633853	CONVENIENT FOOD 3021	340 W MARKET ST	SCRANTON	PA	18508	94931	MID VALLEY CANDY	0	4	4	4	4	1
667469	CONVENIENT FOOD	899 DAVIS ST	SCRANTON	PA	18505	94931	MID VALLEY CANDY	0	2	2	2	2	1
735459	CONVENIENT FOOD MART	#3020	SCRANTON	PA	18504	94931	MID VALLEY CANDY	0	1	1	1	1	1
750607	CONVENIENT FOOD MART	1502 JACKSON ST	SCRANTON	PA	18504	94931	MID VALLEY CANDY	0	1	1	1	1	1
						94931 Total			30	30	30	30	16



*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51861 8691

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/14/97

ACCOUNT NUMBER: 094931                      MID-VALLEY CANDY  
VOUCHER NUMBER: 15360633                    900 LILLIBRIDGE ST  
DATE WRITTEN: 07/14/97                      PECKVILLE , PA 18452  
STATUS: PAID  
AMOUNT PAID: 28.00                          SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/J. MCLEAN

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